

**THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:**

1. A method of inputting data into a qualitative research tool, the method comprising the step of  
5 inputting the data in association with a heading.
2. A method as claimed in claim 1, wherein the heading is a concept heading.
3. A method as claimed in claim 2, wherein the concept heading comprises a  
10 concept and predecessor concept.
4. A method of inputting data into a qualitative research tool, the method comprising the step of  
inputting the data in association with a sample.  
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5. A method as claimed in claim 4, wherein the sample is a respondent.
6. A method as claimed in claim 4, wherein the sample is a sub-sample.
- 20 7. A method of inputting data into a qualitative research tool, the method comprising the step of:  
inputting the data in Commentary format, such as an AVI format.
8. A method as claimed in claim 7, wherein the AVI format represents  
25 Articulation, Verbatim or Interpretation (AVI).
9. A method as claimed in claim 7 or 8, wherein  
Articulation, substantially what the research participant said, preferably expressed in the words of the researcher,  
30 Verbatim, substantially a reproduction of substantially all, or a representative part, of a respondent's comment, such as a direct quotation from a research participant, and

Interpretation, substantially the researcher's observations, interpretations and conclusions on what the research participants said.

10. A method of analysing data input into a qualitative research tool, the  
5 method comprising the step of  
analysing the data input in accordance with commentary, such as AVI.
11. A method as claimed in claim 10, wherein the step of analysing is  
conducted as the data is gathered.
- 10 12. A method as claimed in claim 10 or 11, further including the step of:  
marking-up on an originally imported document.
13. A method as claimed in claim 12, wherein the mark-up is conducted as  
15 research is conducted.
14. A method as claimed in claim 12 or 13, wherein the marking-up enables  
data to be allocated to a selected heading or commentary, such as AVI.
- 20 15. A method of inputting data into a qualitative research tool, the method  
comprising the step of:  
defining relationships between data, based on unique indicia.
16. A method as claimed in claim 15, wherein the indicia represents a problem  
25 statement, brand and/or picture.
17. A method of arranging data in a qualitative research tool, the method  
comprising the step of:  
providing an analysis frameworks for inputting, analysing and/or  
30 interpreting research findings wherein the framework has a hierarchical structure.

18. A qualitative research tool, said tool including:

processor means adapted to operate in accordance with a predetermined instruction set,

said tool, in conjunction with said instruction set, being adapted to perform

5 the method as claimed in any one of claims 1 to 17.

19. A computer program product including:

a computer usable medium having computer readable program code and computer readable system code embodied on said medium for facilitating qualitative research analysis in conjunction with a data processing system, said computer program product including:

10 computer readable code within said computer usable medium for performing the method as claimed in any one of claims 1 to 13.

15 20. A schema as herein disclosed.

21. A data model as herein disclosed.